

**WTVJ-TV**

**QUARTERLY LIST OF PROGRAMMING  
ADDRESSING COMMUNITY ISSUES**

**January-March 2010**



## **Quarterly Issues and Programs Report**

**January- March, 2010**

NBC 6/WTVJ attempts to serve the public interest, convenience and necessity by presenting broadcast material which treats significant issues of the people in the communities served by NBC 6/WTVJ.

The community issues to which WTVJ addressed significant programming were determined by knowledge obtained through community involvement and informal ascertainment of the general public, community leaders, public officials, inclusive of different ethnic organizations and service organizations, the following list emerged as issues needing media attention and support.

NBC 6/WTVJ recognizes that it has an ongoing obligation to remain aware of such community issues and to exercise its best judgment as to what broadcast matter should be programmed to treat those needs and interests. This report includes a brief description of such community issues and some of the programs we believe have provided the most significant treatment of such issues during the period January 1 through March 31, 2010.

The programs produced to meet the needs of the public include locally produced shows and newscasts as well as national programs, public service announcement campaigns, and sales marketing campaigns.

### **Community Issues**

Health Connection

Consumer / Economy

Ethnic Polarization

Children's Issues

### Locally Produced Program

Our locally produced, regularly scheduled programs address community issues, concerns and needs. The programs are as follows:

NBC 6/WTVJ News – Daily Local News Programs – WTVJ’s daily newscasts devote considerable time to local issues and community problems.

Regularly scheduled, locally produced newscasts and programming include:

<b>Program</b>	<b>Time</b>	<b>Days</b>
NBC 6 Today in South Florida at 5am	5:00-5:30 am	Monday-Friday
NBC 6 Today in South Florida at 5:30am	5:30-6:00am	Monday-Friday
NBC 6 Today in South Florida at 6am	6:00-7:00am	Monday-Friday
South Florida Today	11:00am-Noon	Monday-Friday
NBC 6 South Florida News at 6pm	6:00-6:30 pm	Monday-Friday
South Florida Nightly News at 7pm	7:00-7:30pm	Monday-Friday
NBC 6 South Florida News at 11pm	11:00-11:30 pm	Monday-Friday
NBC 6 South Florida News at 6pm	6:00-6:30 pm	Saturday
NBC 6 South Florida News at 11pm	11:00-11:30 pm	Saturday
NBC 6 South Florida News at 6pm	6:00-6:30 pm	Sunday
NBC 6 South Florida News at 11pm	11:00-11:30 pm	Sunday

## **HEALTH**

### Jackson Memorial Hospital

Reporter: Diana Gonzalez

1/5/10 6pm

Length: 2:00

The cask concerns at Jackson Memorial Hospital are now having a major impact on care given to a particular group of patients in need of kidney treatments on a regular basis. Health Connection reporter Diana Gonzalez joins us live to break down what this means.

### H1N1 Swine Flu

Reporter: Diana Gonzalez

1/12/10 6pm

Length: 1:45

The Health Department is trying to pump up awareness of the H1N1 Swine Flu and just how dangerous is watching TV. Health Connection reporter Diana Gonzalez is live with tonight's Health Headlines.

### Heart Health Special

Reporter: Kevin Corke

2/10/10 7:30 to 8pm

Length: 30 minutes

NBC 6 partners with Baptist Health for an interactive Heart Health special program tonight featuring a phone bank stacked with experts to answer viewer questions.

### Breast Cancer

Reporter: Diana Gonzalez

2/9/10 6pm

Length: 2:00

Women who lose their breasts to cancer, now have a way to rebuild them without implants. The process involves a suction device invented by a Miami Plastic Surgeon. This weekend, he will be teaching this technique to hundreds. Health Connection reporter Diana Gonzalez has the details.

### Autism

Reporter: Diana Gonzalez

2/23/10 6pm

Length: 2:30

When a child has autism younger siblings are at high risk of also developing this disorder. How these children play with their mother can have an impact on an important part of their development.

**ECONOMY/CONSUMER**

## Census Identity Scams

Reporter: Willard Shepard

2/16/10 6pm

Length: 2:00

The 2010 Census forms are coming. The 2010 Census is right around the corner. But with the Census scam artists are out in full force to impersonate you, steal your finances and ruin your credit. Consumer Investigative Unit reporter Willard Shepard is live from Davie with a warning for everyone.

## Jackson's Budget

Reporter: Diana Gonzalez

2/16/10 6pm

Length: 2:30

One of our area's largest employers, Jackson Health Systems, is in deep financial trouble - and business as usual cannot continue. Jackson laid off about two dozen employees and the threat of more layoffs is looming. Health Connection reporter Diana Gonzalez reports live from Jackson Memorial Hospital.

## Foreclosure

Reporter: Willard Shepard

2/24/10 6pm

Length: 2:30

You pay your mortgage on time every month so you think mortgage fraud won't hurt you. Well it does. Especially when homes foreclose on your block, your value goes down.

## Foreclosure Crisis

Reporter: Sharon Lawson

3/13/10 11pm

Length: 2:00

A record number of Americans are in danger of losing their homes. New numbers released recently by the mortgage bankers association show the foreclosure crisis is far from over. So it's no surprise that hundreds today turned out at a "housing crisis" forum in Miami. Sharon Lawson is live with more on the "help" homeowners were looking for.

## Jackson Budget Deficit

Reporter: Amara Sohn

3/15/10 6pm

Length: 2:00

The Jackson Health System is facing a massive budget deficit and today the public health trust is talking about plans to keep the hospitals going through the year. Amara Sohn has the story.

### **ETHNIC POLARIZATION**

Because the South Florida area is mostly comprised of groups with three Ethnic backgrounds, NBC6 covers issues of interest to each of these groups.

Hispanic Today

Episode #915

1/1/10 – 1/3/10

Length: 30:00

#### **Tony Plana: Mentoring Young Theatre Hopefuls in East L.A.**

We all know Tony Plana from his hit TV show Ugly Betty. But when Tony is not drawing laughs as Betty's father Ignacio Suarez, he wears a paternal hat of a different kind. In this story we follow Tony to tiny playhouse in East Los Angeles where he mentors a whole new generation of Hispanic theatre hopefuls. As Tony tells us, it hasn't been all that long ago when he was in their shoes and this is his way of providing hope, encouragement and instruction to the young men and women who could prove to be tomorrow's superstars.

#### **Toyota: Making inroads to the Hispanic Market**

For 50 years Toyota cars have been fixtures on America's roads. It is the world's number one automobile producer and is locked in a fierce competition to top the Detroit-dominated American market. In this segment, we go behind the scenes at Toyota and see why there's more to this auto giant than quality cars and trucks. Good corporate citizenship is part of its formula for success. We'll see how some of Toyota's best and brightest employees are reaching out to help promising young Latinos.

#### **Roxana Lissa: Perseverance Pays Off for this Latina Advertising Pro**

When Roxana Lissa came to the US from her native Argentina she knew she had a unique perspective on her fellow Hispanic customers corporate America desperately wanted to reach. After learning the ropes in public relations, she launched her own P.R./Advertising firm. Today her portfolio of clients contains some of the world's most recognized companies. We meet Roxana and see how perseverance and persistence have landed her atop the world of Public Relations.

Hispanic Today

Episode #922

2/19/10 – 2/21/10

Length: 30:00

#### **Conversen Latino: Touching Young Lives Step by Step**

We dedicate this episode to one of the young men featured prominently in this story; after our interview with dancer Wilfredo Trevino, Jr. he was killed by a drunk driver in Philadelphia. Wilfredo was one of the brightest dancers mentored by Hector Serrano, a one-time dance club entrepreneur who went on to found one of Philadelphia's most successful after-school dance programs. We meet Hector and see how he's turning young lives around step-by-step. One of his shining stars was Wilfredo Trevino, Jr. who treats us to one of the final dance performances of his young life.

Goya: From Canned Sardines to a Canned Goods Giant

It was its founder's love of tiny sardines that put Goya on its way to becoming a food giant. 70 years later, the distinctive blue and yellow label is a fixture on supermarket shelves from coast to coast. In many stores, entire isles are devoted exclusively to Goya's many varieties of canned foods geared to Hispanics tastes. Rooted in Spain, founded in a New York storefront and today headquartered in New Jersey, Goya is a canned and packaged food powerhouse. We visit the Goya headquarters and get a firsthand view at why Goya has become a household name for generations of Hispanic families.

Dr. Elmer Huerta: America's Top Cancer Fighter

In Latin America, Dr. Elmer Huerta is a media celebrity, the well-known host of a radio medical show. In the United States he is charged with one of the most serious jobs in medicine. As president of the American Cancer Society, it is Huerta's responsibility to marshal the tremendous medical, financial and research resources into one cohesive effort to combat the scourge of cancer. We meet this dynamic doctor, the first Latino president in the American Cancer Society's 94 year history.

Hispanic Today

Episode #923

2/26/10 – 2/28/10

Length: 30:00

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recognized companies. We meet Roxana and see how perseverance and persistence have landed her atop the world of Public Relations.

Hispanic Today

Episode #924

3/05/10 – 3/07/10

Length: 30:00

Actor Tony Plana: Tackling the Topic of Immigration for Ugly Betty

You can now count immigration to the list of sensitive topics television sitcoms have taken on with humor. Recently the hit ABC-TV program Ugly Betty used laughter to help diffuse this politically sensitive issue. The actor charged with the task of pulling this off with grace and dignity was none other than Hispanic Hollywood legend Tony Plana. In this episode of Hispanics Today, we go one-on-one with Tony and learn how he approached this difficult role.

Federal Jobs: A shortage of government workers spells opportunity for Latinos

It's no secret the first wave of "Baby Boomer" retirements promises to take a huge bite out of the private sector workforce. However, Uncle Sam is also not immune to this imminent "brain drain." To remain competitive, the Federal government has launched an all-out media blitz to recruit talented Hispanics for jobs in public service. We'll visit with President Bush's top hiring director Linda Springer, and see what incredible opportunities exist. We'll also meet one of the first young Latino professionals to take advantage of this hiring bonanza, Dr. Luis Valerio, a brilliant food and drug scientist at the FDA in Maryland.

Jose Hernandez: Mariachi Impresario

Thanks in large part to Jose Hernandez of Los Angeles, Mariachi has moved mainstream and has become big business reaching far beyond neighborhood restaurants and ethnic festivals. Hernandez is one of the brightest and most successful "Mariachi Entrepreneurs" in the music business and, in addition to his financial success, his passion for the music of his heritage burns brighter than ever. We'll meet Jose Hernandez on Hispanics Today.

Hispanic Today

Episode #925

3/12/10 – 3/14/10

Length: 30:00

Ricardo Morales: Making Beautiful Music in Philadelphia

Growing up in Puerto Rico, Ricardo Morales' first exposure to music was singing traditional Christmas carols door-to-door with his family. Soon he advanced to playing bongos, then found his passion; the clarinet. His early talents led him to San Juan's prestigious Escuela Libre de Musica where he honed his skills to a professional level. Today, at 35, he has hit the big time as principal clarinetist for the Philadelphia Orchestra. We meet Ricardo and learn where he finds his musical inspiration.



Irma Elder: From one small car dealership to an automotive empire

Twenty-five years ago, Irma Elder was forced by necessity to learn the ropes of the competitive automotive business. Her husband, who started a car dealership in the 1960s, had died and left Irma to the top job. Since then, she has risen to the occasion and built the Detroit-based auto group into the leading seller of not just Fords, but also Jaguar and Saab. Find out from Irma that anything is possible, even in the aftermath of terrible adversity.

El Charro: Restaurant; Tourist Attraction; Beloved Tucson Landmark

For both locals and tourists alike, a stop at Tucson's landmark El Charro restaurant is a must when in the mood for Mexican food. Founded nearly a century ago by an ambitious Mexican woman in, what was then wild American frontier territory, El Charro has remained a stop on the culinary road map ever since. We take you on a tour of El Charro, still recognized as the United States' first authentic Mexican restaurant and meet Carlotta Flores, the chef and owner who still keeps the tradition going, a tradition of strong Latinas who've managed El Charro for nine decades.

Hispanic Today

Episode #926

3/19/10 – 3/21/10

Length: 30:00

Tony Plana: Hollywood's Hispanic Patriarch

After three decades in show business, actor Tony Plana has earned the title of Hollywood patriarch. Few Hispanic actors can equal his longevity and success. Since starting with a bit part in the 1970s sitcom *What's Happening?* Tony's career has taken him from the big screen to the small screen to the boards of Broadway. He has played a terrorist on *24* and the Secretary of State on *West Wing*. Now he enjoys critical acclaim as the father on ABC's hit show *Ugly Betty*. We visit with Tony and look back over his long and successful career.

Hispanic College Fund: Helping Make Higher Education Possible

Recent surveys show that among Hispanics who want to attend college, some 98 percent have reservations about how they'll afford it. In response to this disconnect between want and means, the Hispanic College Fund started. Back in the early 1990s a letter to a magazine editor provided the spark to start the fund. In the letter, a bright Hispanic student wrote about his despondency over not being able to afford college. That letter struck a chord with scores of Hispanic entrepreneurs. Two decades later, the Hispanic College Fund has turned into a multi-million dollar fundraising juggernaut with one sole mission; to help more Hispanics go to college.

Rueben Martinez: From Barber to Bookseller

It started as a small rack of books in his barbershop. It turned into Libreria Martinez, one of the largest Hispanic bookstores in the country with two locations in greater Los Angeles. Rueben Martinez is still a barber, although he doesn't cut as much hair as he once did. This Latino is on a literary mission to help more young Hispanics find a love of learning through books.

Our World with Black Enterprise

Show No. 78R

Week of 1/18/10

Total Running Time: 29:20

This week on Our World with Black Enterprise:

Our Headliner Dr. Cornel West discusses his new book Brother West: Living and Loving Out Loud, A Memoir, politics and why he's not afraid to confront the issues.

And in this week's Slice of Life, Dr. Jerry Guyden, Director of the RCMI program (Research Centers in Minority Institutions) at the City University of New York is increasing the presence of minorities in biomedical research.

Our World with Black Enterprise

Show No. 81R

Week of 1/25/10

Total Running Time: 29:20

On this edition of Our World with Black Enterprise we devote the entire program to a Reporter's Roundtable examining the one-year anniversary of the election of President Barack Obama. Our panelists include Michelle Bernard, president and CEO of the Independent Women's Forum; Joe Watkins, journalist and Radio Host; and Marcus Marbry, International Business Editor at the New York Times.

Our World with Black Enterprise

Show No. 85

Week of 2/1/10

Total Running Time: 29:20

On this edition, we take a look at the one-year anniversary of Barack Obama as President of the United States. Panelists include Charles Ogletree, professor, Harvard Law School; Dr. Julianne Malveaux, president, Bennett College for Women; and Dylan Glenn, former Special Assistant to President George W. Bush.

Our World with Black Enterprise

Show No. 87

Week of 2/15/10

Total Running Time: 29:20

On this edition, we examine Haiti's effort following the January 2010 earthquake.

Our Headliner is Raymond Joseph, Haiti's Ambassador to the United States. Discussing what it's going to take to restore and rebuild Haiti are Luxene Claircious, a chaplain for the Salvation Army; Joanne Rencher, chief people officer at the American Red Cross of Greater New York; and Dr. Ernst Ducena, an Internist and one of the first responders to Haiti.

Our Slice of Life profiles musician Jonathan Laurince.

Our World with Black Enterprise

Show No. 82R

Week of 3/01/10

Total Running Time: 29:20

On this edition of Our World with Black Enterprise, our headliner is music mogul Kedar Massenburg. We talk to this entrepreneur about founding Korus Wines and keeping the authenticity and culture in R&B music.

Plus in our roundtable discussion... Does the divide between African American and Latinos still exist? Or is it just a generational thing? Panelists include Miriam Jimenez Roman, Director of the Afro-Latino Forum, David Lamb, Playwright of the stage play "Platanos and Collard Greens" and Maylene Garcia, a Hispanic woman who has experienced racism towards her Black boyfriend from her family.

And, this week's Slice of Life, Kimberly Holland, President and CEO of Icon Sports Management is carving her own niche in the male dominant world of sports management.

Our World with Black Enterprise

Show No. 87R

Week of 3/29/10

Total Running Time: 29:20

On this edition, we examine Haiti's rebuilding effort following the January 2010 Earthquake. Our Headliner is Raymond Joseph, Haiti's Ambassador to the United States. Discussing what it's going to take to restore and rebuild Haiti are Luxene Claircius, a chaplain for the Salvation Army; Joanne Rencher, Chief People Officer at the American Red Cross of Greater New York; and Dr. Ernst Ducena, an Internist and one of the first responders to Haiti.

Our Slice of Life profiles musicians Jonathan Laurince.

### **Children's Issues**

#### Forever Family

Reporter: Sharon Lawson

1/2/10 6pm

Length: 2:45

Eight years ago, NBC 6 made a commitment to the foster children of South Florida – to share their stories and dreams of adoption. As we look ahead to 2010, we are renewing that resolution. However, it's not just the stories that make Forever Family successful – it's the support of organizations and individuals alike. A community coming together and special partnerships formed along the way. We thank them and you. Here is a look back.

#### Forever Family

Reporter: Gia Tutalo-Mote

1/16/10 6pm

Length: 1:45

In this week's Forever Family, we take another look at Willie's story – a young man who up until a few months ago was still holding on to hope that someone would adopt him. But time is running out. Willie is turning 18 next week and will enter the world alone.

#### Forever Family

Reporter: Gia Tutalo-Mote

1/30/10 6pm

Length: 1:30

It's said three is a charm. That's exactly what a trio of little girls would bring to your life. Right now they are sisters but you can turn them into daughters. Gia Tutalo-Mote has tonight's Forever Family.

#### Forever Family

Reporter: Gia Tutalo-Mote

1/23/10 6pm

Length: 2:45

For years now Forever Family has been working hard so that Georgina and Kaydrin can be together as mother and son. In tonight's Forever Family, with your generosity and the help of many, we celebrate the end of that long journey and the beginning of their new life together.

#### Forever Family

Reporter: Amara Sohn

2/6/10 6pm

Length: 1:30

Last week we brought you the story of Dishanti, one of the three sisters hoping to find a Forever Family. Today, four year old Jahmiracle moves from the middle to the forefront. As we try and help them stay together in tonight's Forever Family.